



---

## **AEROSPACE PRODUCTS LITERATURE CENTER**

### **2004 Farnborough International Air Show**

### **Farnborough, United Kingdom**

### **July 29-25, 2004**

---

The U.S. Department of Commerce's Office of Aerospace will again sponsor an Aerospace Products Literature Center (APLC) at Farnborough 2004.

#### ***Why Farnborough 2004?***

- ➔ Farnborough is the second largest international show for commercial and military aircraft
- ➔ In 2002, 73 U.S. APLC companies received over 3,300 leads
- ➔ In 2002, the show attracted 1,287 exhibitors from 30 countries and 170,000 visitors during the trade days.
- ➔ The floor space for 2004 Farnborough Air Show is almost **sold out!**

APLCs are a proven method for U.S. aerospace companies to market their products and services at an international trade event inexpensively. An APLC will support your international marketing efforts by:

- ➔ Displaying your sales literature in a U.S. Government booth
- ➔ Registering visitors showing interest in your company
- ➔ Providing your literature to each potential customer and agent
- ➔ Entering your company in our widely distributed APLC directory
- ➔ Forwarding all leads to you after the show

***FOR ONLY \$600, LET US DO THE WORK FOR YOU!***

For participation forms and further information, fax this form to Sean McAlister at 202/482-3113 or [Sean\\_McAlister@ita.doc.gov](mailto:Sean_McAlister@ita.doc.gov). Participation deadline is June 14, 2004.

Name/Position Title
Company
Telephone
Fax
E-mail address